

WHEREAS, *Despierta Valle Central, formerly known as Arriba Valle Central, has been a beloved and trusted Spanish-language morning show that has served as a cornerstone for many communities in the Central Valley since 1990; and*

WHEREAS, *Despierta Valle Central has been a household staple and a vital source of news and information for 35 years, covering topics such as health, education, voting, employment opportunities, immigration, and road safety, thereby empowering and informing Spanish-speaking residents; and*

WHEREAS, *Despierta Valle Central also provided cultural content to the Spanish-speaking residents, regularly featuring a wide range of entertainment, from local singers, bands, folkloric groups, internationally known artists, and promoting community cultural events; and*

WHEREAS, *the impact of Despierta Valle Central extends beyond the screen, evidenced by the countless lives it has touched and assistance it has provided to many families through the trust and respect it has earned from the Latino community; and*

WHEREAS, *the City of Fresno recognizes the significant contributions of Despierta Valle Central in entertaining, informing, and empowering the Central Valley. And we express our deepest gratitude to the longtime host, Lupita Lomeli, the cohosts Pedro Santos, Sayra Vazquez, and Jose Anaya, and the entire Univision team for their dedication and service to the Fresno community.*

NOW, THEREFORE, BE IT RESOLVED, *we, the Fresno City Council and Mayor Jerry Dyer, do hereby proclaim the 30th of January 2025 as:*

“Despierta Valle Central” Day

in the City of Fresno.

IN WITNESS WHEREOF, we have hereunto set our hands and affixed the Great Seal of the City of Fresno, California, on this 30th day of January 2025.